

Marketing

Team Event

Objective Test/Interactive Performance Event

Regulations

- Refer to National Competitive Event Guidelines for description and procedures.

Eligibility

- Each local chapter may enter one (1) team that must be composed of two (2) or three (3) members to compete in this event at the RLC.
- No more than one (1) team member may have competed in this event at a NLC or have competed more than two (2) years at the national level.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA does not count as an event.

Procedures

A case study will be given concerning a marketing-based problem. Participants will then analyze the situation and recommend a solution to address the issues raised.

Administration of Events

RLC	SLC
Objective test taken collaboratively ONLINE prior to RLC. An onsite testing administrator will need to be submitted with the chapter's registration.	Preliminary round will consist of an objective test taken collaboratively.
	Students must provide their own non-graphing calculators for this event. Cell phone and PDA calculators are not allowed. Number 2 pencils are required for this event.
	The top 8 finalists will participate in a seven minute interactive session at SLC where a solution to the case study will be presented. Twenty (20) minutes before the performance, each participant will receive the scenario.
RLC Testing Window: Refer to the WI FBLA Events Calendar	Finalists will be sequestered. Failure of participants to arrive in sequestered area by the time the first performance begins will result in disqualification.
No performance at RLC.	4" x 6" note cards will be provided. Note cards will be collected following the presentation.
	No reference materials, visual aids or electronic devices may be brought to or used during the preparation or performance.
	Order of performance is random.
	Performances are open to conference attendees, except performing participants.
Top THREE finishers advance to SLC competition.	Top THREE finishers advance to NLC competition

Marketing – Continued

Interactive Performance Event

Two (2) 4" x 6" blank note cards will be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards.

- The team has seven (7) minutes to interact with a panel of judges to demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

Judging

- Ties will be broken based on the order in which the test was turned in.
- All decisions of the judges are final.



FBLA MARKETING Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Issues presented in case are addressed completely	0	1–3	4–7	8–10	
Marketing's decision is clear	0	1–5	6–10	11–15	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
All team members actively participate during the presentation	0	1–2	3–4	5	
Team members show self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Team members demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Points Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments: